

MINUTES OF THE MEETING OF
THE TOWN OF HOLLYWOOD PARK ECONOMIC DEVELOPMENT
CORPORATION

THE STATE OF TEXAS

COUNTY OF BEXAR

TOWN OF HOLLYWOOD PARK ECONOMIC DEVELOPMENT CORPORATION

On this 14th day of January, 2014, the Board of Directors (The Board) of the Town of Hollywood Park Economic Development Corporation (the Corporation) convened at 5:55 PM at the Town of Hollywood park City Hall, #2 Mecca Drive, Hollywood Park, Texas with the following members present and in attendance:

President Brent Lane, Vice President Nick Prater, Stu Werner, Mike Drewery. Scott Farrimond, Phil Wilberg and John Dini were absent.

Thus constituting a majority of the persons appointed to the Board and a quorum for the transaction of business; and notice of such meeting having been duly given in accordance with the provisions Section 12 of the developmental Corporation Act of 1979, as amended, Texas Revised Civil Statutes Annotated Article 5190.6 (the Act). Also in attendance were Harry B. Adams – EDC Attorney, Janice Alamia – City Secretary. Naomi Faz, City Accountant.

President Lane called the meeting to order at 5:55 PM.

No motion was made to approve the minutes of the December meeting due to a typo on the agenda.

Motion: To approve the treasurer's report. Prater, Werner second. Approved 4-0

There were no citizen comments.

Police Chief Shad Prichard presented the proposed change in graphics to the police vehicles, this will need to be presented to Council to be discussed.

President Lane commended the EDC for getting City Council approval of the proposed contracts between the EDC and Texas Creative for marketing assistance, with Energized Real Estate for promotional activities, and for the purchase of a digital marquee for City Hall.

President Lane discussed the meeting with Mary Uhlig and Texas Creative to discuss the EDC website and the design of it as well as social media. He mentioned that they would like to pursue a Facebook page as well as Pinterest. Texas Creative will create EDC materials such as new business cards as well as a mantel for the table for EDC events.

President Lane would like to have some shirts made for the EDC prior to the March 29th event. Janice Alamia suggested that they choose a design so that they can agree and we can go ahead and order for them. Stu Werner to work on the type of shirt.

Car decals were also discussed as to what should the current HP logo should be changed to, Mr. Lane suggested that Texas Creative needs to work on.

Park entry signs: the entries at Donella & Mecca, Voigt would be primary, second Sterling Browning & Trail Crest, and last Sequoia coming from Hill Country Village. Brent lane requested an update from the Clear Channel funds to do these signs, the Mayor gave an update on where the billboards would be placed so the City would probably not receive the revenue that was expected to cover the entries. The EDC and the Mayor had a long discussion as to where the billboards should be placed.

President Lane also discussed the placement of the digital marquee and how it should be redone to be at eye level and to add limestone, also to place a semi circle above the sign to add the HP logo. An allowance of \$5,000 was approved to begin the marquee project. Motion was made and approved.

The street signs will be developed based on the new HP logo, Mr. Lane was going to meet with Chief Prichard to make sure there was enough reflective material so that motorists can see. Also bicycle routes are being proposed so there will also be signs for that. The tree committee will also designed a sign to allow people to trim trees at the correct season.

The tree committee has been approved and HP has been designated as Tree City USA and some new trees will be planted.


President Lane announced the scheduling of a second SAWS conservation event on March 29, 2014, with possible participation by CPS and Garden Volunteers of South Texas. Mr. Lane mentioned that they were looking at landscaping Voigt Center as a demonstration product to support promotion of HP as a sustainably-conscious town.

There being no further business, the meeting was adjourned at 6:55 PM.

MINUTES APPROVED this 27th day of February, 2014.



President



Secretary